

Attachment 4. Industry Responses to CalRecycle’s Manufacturers Challenge, as presented at the January 5, 2016 Public Workshop

Abbreviations: CR = CalRecycle MFR = Manufacturer ORG = Organization PKG = Packaging

			Manufacturers Challenge Key Components. Did the Organization:			
Stakeholder	Presentation main points	New activities industry suggested that CalRecycle should conduct	Propose new, CA-specific activities to work toward the voluntary goal?	Address how it will measure goals, including proposing a baseline?	Propose timelines for its proposed activities?	Identify how it would fund its proposed activities?
American Beverage Association	<ul style="list-style-type: none"> Support voluntary partnerships and collaboration Highlighted challenges with CA’s bottle bill Members are committed to optimizing PKG Need good end markets Supportive of this collaboration AB 2020 and bottle bill has not allowed the industry to change and adapt to the economy and recycling infrastructure that has developed in CA. Under a voluntary system, there is collaboration and more opportunity to adapt and maximize the investment that you’re making in the system. 	None	No, indicated many of their member companies are involved with existing voluntary efforts	No	No	No
American Chemistry Council (ACC)	<ul style="list-style-type: none"> Summarized existing national efforts, including source reduction to-date ACC interested in increasing the recycling of non-beverage bottles Film is the greatest opportunity for CR to get involved There should be a place for feedstock recovery or energy recovery Supports pay-as-you-throw (PAYT) 	Join the W.R.A.P. program and promote the How2Recycle label	Proposed to partner with CR on W.R.A.P. Program for film plastic.	No; summarized existing national efforts	No; summarized existing national efforts	No; suggested that CR should increase the tipping fee to fund additional CR activities related to this effort
American Forest & Paper Association (AF&PA)	<ul style="list-style-type: none"> Summarized existing national efforts Paper is the oldest recycling success story. ~ 33% in 1990 to 65.4% in 2014 Supports voluntary efforts & best practices for sustaining recovered paper markets Difficult to determine how to come to an appropriate baseline and % goal for paper recycling/recovery Free market best serves recovered paper markets AF&PA generally opposes: <ul style="list-style-type: none"> EPR for paper Recycled content mandates Product taxes and bans Mixed waste processing systems 	None	No; summarized existing national efforts	No; summarized existing national efforts and suggested baseline is difficult to determine as well as recycling/recovery goal	No	No
AMERIPEN	<ul style="list-style-type: none"> Summarized existing national efforts, including source reduction to-date Need simplified consumer messaging Would be willing to offer support to CR in approaching the Legislature to request an energy recovery program that complements but does not replace the existing recycling infrastructure. Strongly support a Sustainable Materials Management (SMM) Framework. Concerned that the MFRs Challenge is a digression from the SMM framework 	<ul style="list-style-type: none"> CR should approach the Legislature with an energy recovery bill that complements other approaches. Develop working group 	No; indicated: <ul style="list-style-type: none"> This is a national challenge and giving a set solution is difficult because this is unprecedented; and It intends to convene a working group to explore 	No; suggested CR should explore metrics, particularly metrics other than those based on tonnage	No; suggested that CR should allow more time to show results from existing efforts	No

			Manufacturers Challenge Key Components. Did the Organization:			
Stakeholder	Presentation main points	New activities industry suggested that CalRecycle should conduct	Propose new, CA-specific activities to work toward the voluntary goal?	Address how it will measure goals, including proposing a baseline?	Propose timelines for its proposed activities?	Identify how it would fund its proposed activities?
	<ul style="list-style-type: none"> There is a valued nexus between packaging and food waste Industry has invested in research to determine best practices in recovery across the country Need simplified consumer messaging Support voluntary partnerships and collaboration 	<ul style="list-style-type: none"> Adopt a Sustainable Materials Management framework Support How2Recycle label Collaborate and engage voluntary industry efforts Explore additional metrics Change framework on how we address PKG (Upcycling, gasification, pyrolysis). Allow more time to show impacts of existing efforts, allow voluntary efforts in the meantime 	policies and programs that would support the PKG/food waste nexus and would like to engage CR			
Carton Council	<ul style="list-style-type: none"> Summarized existing CA & national efforts, such as education & outreach Supports voluntary industry collaboration through public/private partnerships Goals should be reasonable short-term targets by sector Baseline should be zero and acknowledge success to-date Carton Council engaged in CA already Has worked to increase household access to carton recycling. Must have access before you can focus on recovery. Supports PAYT 	<ul style="list-style-type: none"> Leverage AB 901 to track progress program by program Increase disposal fee to \$4/ton Consider a generator fee 	No; continuing existing efforts	No; suggested CR leverage AB 901 to track programs and seemed to provide general guidance on metrics rather than being tied to proposed CA-specific activities	No; continuing existing efforts	No; suggested that CalRecycle increase the disposal fee to \$4/ton as well as consider a generator fee
Closed Loop Fund	<ul style="list-style-type: none"> Summarized how CLF works and existing national efforts Want to make system changes; focus on building infrastructure to create systemic value Investing \$100 million to increase recycling in the U.S. The solution is investment, has to be voluntary 	Should explore new funding models, such as a green bond with private industry and/or foundations providing loan guarantees	Offered to explore innovative funding options with CR (e.g., green bonds).	No	No; appeared eager to begin discussions with CR	Offered to explore innovative funding options with CR (e.g., green bonds).
Foodservice Packaging Institute	<ul style="list-style-type: none"> Summarized existing national efforts, including source reduction to-date Need to move organics out of landfill & PKG helps to reduce food waste Harmonized labeling and consumer education Focusing on a systems-based approach to build recovery options for foodservice PKG (FSP) FSP a small component of the waste stream FPI member companies are already spending a significant amount of money on potential solutions for FSP Future strategy: leverage resources 	None	No; summarized existing national efforts	No	No; suggested FPI members cannot achieve a 50% reduction by 2020 but they will work as quickly as they can	Suggested industry funding should be voluntary and that FPI members are already spending a significant amount of money on solutions in this space

			Manufacturers Challenge Key Components. Did the Organization:			
Stakeholder	Presentation main points	New activities industry suggested that CalRecycle should conduct	Propose new, CA-specific activities to work toward the voluntary goal?	Address how it will measure goals, including proposing a baseline?	Propose timelines for its proposed activities?	Identify how it would fund its proposed activities?
	<ul style="list-style-type: none"> Does not support EPR or Advanced Disposal Fees. Supports voluntary product stewardship. Industry understands what needs to be done most effectively. FPI member companies can't do a 50% reduction in such a short timeframe 					
Glass Packaging Institute	<ul style="list-style-type: none"> Summarized existing national efforts Well-established infrastructure for glass recycling largely due to bottle bill High recycling rate (~80%) and glass is only ~2% of waste stream Opposes EPR for PKG Glass industry works with many stakeholders to recycle glass PKG and support anything that can improve the recycling and infrastructure 	CR's 75% goal could easily be met with continued focus on C&D and organic materials	No	No	No	No
Grocery Manufacturing Association	<ul style="list-style-type: none"> Summarized existing national efforts, including source reduction to-date Huge opportunity with food waste prevention Source reduction (including to-date) should not be overlooked Energy recovery has a role to play Need to streamline recovery message across CA 		No	No; seemed to provide general guidance on metrics rather than being tied to proposed CA-specific activities	No	No
Recycling Partnership	<ul style="list-style-type: none"> Summarized existing national efforts Regional vs. statewide work is needed – at the local level Can't educate our way out – need convenience, relevance, positive perception, reducing confusion Need common lists of accepted materials to improve material quality Not enough material is pushing through system in CA Getting to scale in CA would require adequate funding, which would have to come primarily from local governments, then haulers and MRFs Need to make sure that the existing infrastructure utilizes best management practices so the material moving through it is quality material 		Potentially some opportunity to expand cart access for residential sector in CA through existing grant program	No; described how they generally approach metrics with their grants	No	No; suggested that getting to scale in CA would have to come primarily from local governments, haulers, and MRFs
Society of Plastics Industry (SPI)	<ul style="list-style-type: none"> Summarized existing national efforts that could be done in CA Many recovery projects/efforts – wants to make sure that their projects are scalable and replicable and bridge supply and demand, demonstrate technical and economic feasibility. Need to recover retail garment bags, vehicle plastics Energy recovery a good option for non-recyclable plastics 		No; summarized existing national efforts	No; summarized existing national efforts	No	No
Western Plastics Association	<ul style="list-style-type: none"> Summarized existing efforts and highlighted some CA member companies Control over design of flexible food PKG is with brand owners. They are our customers, they make these decisions. Increasing postconsumer resin (PCR) in bags/film will get more flexible PKG out of landfills Not supportive of product bans 	None	Indicated it can: Work w/recycler members to increase diversion & reprocessing; push MFRs to incorporate PCR; publish list of quality PCR sources;	No	No	No

			Manufacturers Challenge Key Components. Did the Organization:			
Stakeholder	Presentation main points	New activities industry suggested that CalRecycle should conduct	Propose new, CA-specific activities to work toward the voluntary goal?	Address how it will measure goals, including proposing a baseline?	Propose timelines for its proposed activities?	Identify how it would fund its proposed activities?
			promote sustainability & waste reduction; work to establish an enforceable system of PCR verification /certification with APR & CR; enlist support from trade associations outside of CA.			